

## EXPERIENCED INTELLECTUAL PROPERTY COUNSEL & STRATEGIC BUSINESS PARTNER

High performing, visionary legal and business leader with diverse skill set and deep competence in IP.

- » Builds strong business and legal infrastructure and teams that propel organizational growth.
- » Provides steady leadership and sound guidance in the face of obstacles.
- » Listens actively, explains complex legal issues in straightforward, understandable terms, and proactively contributes valuable business advice.
- » Views issues holistically and implements clear, actionable strategies to reach optimal solutions.

**Intellectual Property | Commercial Transactions | Social Media | Acquisitions & Divestitures | Contract Drafting & Negotiation | Strategic Vision & Planning | Risk Management | Brand Protection Marketing & Advertising | Budget Oversight | Team Leadership Outside Counsel Management**

### PROFESSIONAL EXPERIENCE

**PREMIUM FOOD COMPANY** | Boston, MA

2002–PRESENT

CHIEF INTELLECTUAL PROPERTY COUNSEL (2014–PRESENT)

EXECUTIVE LEGAL PARTNER TO PREMIUM'S BREAKTHROUGH INNOVATION BUSINESS (2012–2014)

EXECUTIVE LEGAL PARTNER TO SAUCE & BEVERAGE BUSINESS (2008–2012)

EXECUTIVE LEGAL PARTNER TO PREMIUM CHOCOLATIER (2004–2007)

ASSOCIATE INTELLECTUAL PROPERTY COUNSEL (2002–2004)

Promoted through roles of increasing responsibility as an intellectual property specialist, and as an executive legal advisor to various business units (with net sales ranging up to \$750M) within a Fortune 500 company with \$8B net sales and 18.5K employees worldwide.

Built a strong IP infrastructure and oversee trademark, patent, copyright, trade secret, rights of publicity, and social media issues to ensure execution of the global IP strategy. Manage an approximately \$1B global portfolio of 3700+ trademark filings across 160 jurisdictions and 100+ patent filings across five jurisdictions. Develop compliance materials, policies, and training to protect company intellectual property.

### General Legal Leadership

- » Collaborated with senior leaders in Breakthrough Innovation business to establish a process that brought to market five important new products — provided valuable legal input to mitigate risk and overcome challenging issues while encouraging creativity and outlining clear commercial direction.
- » Identified the need and established a framework for social media activity at the Company by partnering with cross-functional leaders to coordinate key stakeholders, develop internal policies, facilitate cross-functional communication, and provide employee training.
- » Provided crucial leadership throughout all stages of a novel, complex and often thorny partnership to expand the Premium's brand into a new category — navigated clients through rigid contract terms, managed relationships and discord with a challenging partner, and effectively wound down partnership, settling outstanding issues.

**PROFESSIONAL EXPERIENCE, PREMIUM FOOD COMPANY, continued...**

- » Earned Premium's CEO award for key role in \$850M divestiture of Chocolatier business, which included organizing legal affairs and responding to due diligence requests for a successful auction, supporting corporate deal team on share purchase agreement, and coordinating legal affairs for smooth transition to new ownership.

**Intellectual Property Leadership**

- » Developed strategic trademark programs that track use of global brands, gauge business interest in new territories, and support filings to enable global expansion to new territories like China. Led the RFP process for outsourcing trademark prosecution, and manage outside counsel to create a global network that provides platinum service at low cost.
- » Created the Company's technology protection program during a period with an exponential increase in invention disclosures and patent filings, which included drafting policies, creating process for clearance and patentability of new inventions, extensive training, leading the RFP process for outside patent counsel, and partnering with the function to create incentives for inventors.
- » Produced favorable results in the vast majority of global trademark enforcement actions, for example:
  - » Protected U.S. marketplace exclusivity for a significant configuration trademark by developing multi-phase strategy that led to favorable resolutions with two major retail organizations.
  - » Obtained a six-figure settlement in a trademark infringement case against a potential licensee.
  - » Secured a six-figure annual fee in trademark case against a competitor.
  - » Led IP due diligence for multiple acquisitions, including \$231M acquisition of a business with incomplete records and potential IP issues — investigated and analyzed risks to enable informed executive decision, and devised a post-acquisition action plan resulting in a successful closing with no trademark issues to date.

**ASSOCIATE, WILSON & HARTNEY** | Boston, MA

1997–2002

**LAW CLERK TO THE HON. CHARLES M. YOUNG, SOUTHERN DISTRICT OF MA** | Boston, MA

1996–1997

**EDUCATION | ADMISSIONS****JURIS DOCTOR** | SUFFOLK UNIVERSITY LAW SCHOOL | Boston, MA*Honors: Graduated with High Distinction | National Women Lawyers Award | Articles Editor, Suffolk Law Review***BACHELOR OF ARTS** | NORTHWESTERN UNIVERSITY | Boston, MA*Honors: President's Medalist | Herbert L. Shussler Prize in Economics | Phi Beta Kappa***ADMITTED: MA**